WHAT IS CLAIMED IS:

1. A peptide marker binding specifically to nasopharyngeal carcinoma (NPC) cells, wherein the amino acid sequence of the peptide marker comprises an amino acid sequence selected from the group consisting of SEQ ID NO: 1 and SEQ ID NO: 2.

2. A liposome comprising the peptide of claim **1**.

3. A chemotherapeutic drug comprising the peptide of claim **1**, wherein the chemotherapeutic drug binds to NPC cells specifically.

4. A chemotherapeutic drug according to claim **3**, wherein the chemotherapeutic drug comprises doxorubicin.

5. A peptide marker according to claim **1**, wherein the peptide comprises the ability to lead a liposome to NPC cells.

6. A peptide marker according to claim **5**, wherein the peptide guides the liposome to NPC cell and enters nasopharyngeal carcinoma cell through endocytosis.

7. A peptide marker according to claim **1**, wherein the peptide marker is applied as a detector in the development of NPC cell diagnosis kit.

8. A complex targeted specifically to NPC cells comprising a peptide marker, wherein the amino acid sequence of the peptide marker comprises an amino acid sequence selected from the group consisting of SEQ ID NO: 1 and SEQ ID NO: 2.

9. A complex according to claim **8**, wherein the complex comprises a chemotherapeutic drug.

10. A complex according to claim **9**, wherein the chemotherapeutic drug comprises doxorubicin.

11. A complex according to claim **8**, wherein the complex comprises a liposome.

12. A chemotherapeutic drug complex according to claim **8**, wherein the complex enters NPC cells through endocytosis.

13. A nucleic acid fragment comprising nucleotide sequence encoded an amino acid sequence of SEQ ID NO: 1.

14. A nucleotide sequence according to claim **13**, wherein the peptide with the amino acid sequence translated from the nucleotide sequence binds specifically to the surface of NPC cells.

15. A nucleic acid fragment comprising nucleotide sequence encoded an amino acid sequence of SEQ ID NO: 2.

16. A nucleotide sequence according to claim **15**, wherein the peptide with the amino acid sequence translated from the nucleotide sequence binds specifically to the surface of NPC cells.